

## WHAT IS CLAIMED IS:

1/ A display device containing:

at least one a poster which is provided with an optically transparent window; and

5 at least one image-presenting device which presents an "internal" display that can be seen through said window in the poster;

wherein said display device includes adjustment means adapted for physically modifying at least one

10 geometrical parameter selected from: the position of the internal display relative to the poster, the shape of the internal display, and the size of the internal display;

and wherein said geometrical parameter used is such that the internal display is in register with the window 15 in the poster being presented.

2/ A display device according to claim 1, in which the adjustment means comprise an electronic central processing unit belonging to the display device, said

20 central processing unit having in its memory at least one item of adjustment data corresponding to said geometrical parameter and said central processing unit being adapted for physically modifying said geometrical parameter of the internal display.

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3/ A display device according to claim 2, in which the image-presenting device is an electronic screen, and the central processing unit is adapted for determining in the screen an active portion within which the internal 30 display is presented.

4/ A display device according to claim 2, in which the electronic central processing unit is adapted for controlling drive means for mechanically moving the

35 image-presenting device relative to the poster.

5/ A display device according to claim 2, having at least one interface adapted for loading at least said item of adjustment data into the central processing unit.

5 6/ A display device according to claim 5, in which said interface comprises at least one data medium reader.

7/ A display device according to claim 5, in which said interface comprises a telecommunications interface.

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8/ A display device according to claim 2, in which the display device includes at least one sensor adapted for reading data from the poster and for transferring said data to the central processing unit.

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9/ A display device according to claim 7, in which the display device includes at least one sensor adapted for reading data from the poster and for transferring said data to the central processing unit, and in which the central processing unit is adapted for downloading at least said item of adjustment data as a function of the data read from the poster.

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10/ A display device according to claim 8, in which the image-presenting device is an electronic screen, and, as a function of the data read from the poster, the central processing unit is adapted for downloading, via a communications interface belonging to the display device, at least one internal display program to be displayed on the screen.

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11/ A display device according to claim 8, in which, the image-presenting device is an electronic screen, and, as a function of the data read from the poster, the central processing unit is adapted for presenting on the screen an internal display program that corresponds to the

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poster, and that is selected from a plurality of internal display programs stored in the display device.

5       12/ A display method for presenting simultaneously in the same display device at least one poster which is provided with an optically transparent window, and at least one internal display that is presented on an image-presenting device and that can be seen through said window in the poster, wherein at least one geometrical parameter is  
10      physically modified so that the internal display is in register with the window in the poster that is being presented, said geometrical parameter being selected from: the position of the internal display relative to the poster, the shape of the internal display, and the  
15      size of the internal display.

20      13/ A method according to claim 12, in which the image-presenting device is an electronic screen, and, for modifying said geometrical parameter, an active portion is determined in the screen, and the internal display is caused to be displayed in said active portion.

25      14/ A method according to claim 13, in which, in order to modify said geometrical parameter, the image-presenting device is moved mechanically relative to the poster.

30      15/ A method according to claim 12, in which, while a poster is being changed, at least one item of adjustment data corresponding to said geometrical parameter is loaded into an electronic central processing unit belonging to the display device via an interface, and said central processing unit physically modifies said geometrical parameter of the internal display as a function of said item of adjustment data.  
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16/ A method according to claim 15, in which the interface comprises a reader interface for reading data

media, and said item of adjustment data is loaded by causing a data medium to be read by said interface.

5 17/ A method according to claim 15, in which the interface comprises a telecommunications interface, and said item of adjustment data is downloaded via said telecommunications interface.

10 18/ A method according to claim 17, in which data is read from the poster, and the item of adjustment data corresponding to the data read from the poster is downloaded.

15 19/ A method according to claim 17, in which the image-presenting device is an electronic screen, and at least one internal display program is downloaded that is to be displayed on the screen as a function of the data read from the poster.

20 20/ A method according to claim 12, in which the image-presenting device is an electronic screen, data is read from the poster, and, as a function of said data, an internal display program that corresponds to the poster and that is selected from a plurality of internal display programs is presented on the screen.  
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